**Title Sponsor: United States Postal Service (USPS)**

**Sponsorship Package Elements:**

**Event Branding**: USPS logo visibly displayed on all event materials, including banners, digital platforms, and uniforms.
**Digital Marketing**: Targeted posts and mentions on the event's social media platforms, showcasing USPS's commitment to community engagement.
**On-Site Engagement**: A custom USPS booth at the event for connecting with attendees, showcasing services, and gathering leads.
**VIP Hospitality**: Access to an exclusive area for USPS representatives and guests with free refreshments and networking opportunities.
**Media Coverage**: Mention of USPS as the Title Sponsor in all press releases and media coverage, increasing brand visibility.

**Cost of Fulfillment:**

| **Element** | **Estimated Cost ($)** |
|---|---|
| Event Branding | 500 |
| Digital Marketing | 200 |
| On-Site Engagement | 300 |
| VIP Hospitality | 400 |
| Media Coverage | 100 |
| **Total** | **1500** |

**Perceived Value for USPS:**

| **Element** | **Perceived Value ($)** |
|---|---|
| Event Branding | 1000 |
| Digital Marketing | 500 |
| On-Site Engagement | 800 |
| VIP Hospitality | 600 |
| Media Coverage | 300 |
| **Total** | **3200** |

**Sales Pitch:**

Dear USPS Team,

We are excited to offer you the exclusive opportunity to be the Title Sponsor for the upcoming Beach Volleyball Tournament at Due West College. This partnership aligns perfectly with USPS's mission of fostering connections and engaging with the community.

By placing USPS as the main sponsor, your brand will be closely tied to every part of the event. Your logo will be clearly placed on all event materials, banners, digital platforms, and uniforms. Furthermore, the event will feature a custom USPS booth for interacting with attendees, alongside VIP access for special guests and representatives, enhancing the value of our partnership.

This sponsorship will not only elevate USPS's visibility but also underline your dedication to strengthening community connections and supporting impactful events. The investment is expected to bring significant returns in terms of brand loyalty, visibility, and goodwill within the community.

We are confident that this sponsorship of the Beach Volleyball Tournament will be pivotal in achieving our shared objectives of enhancing community engagement and brand visibility. We look forward to possibly collaborating with USPS to make this event a resounding success.

Warm regards,

Duvine Beebe

Event Coordinator- Duvine Beebe